

IN THE CLAIMS

Please amend the claims as follows:

Claims 1-12 (Canceled).

Claim 13 (New): A storage container comprising:

a bag member made of soft material and configured to store a predetermined substance;

a fold, provided on the bag member, along which the bag member deforms into a predetermined shape and reduces in volume, due to any one of when external pressure is applied to the bag member, when internal pressure of the bag member reduces, or when volume of the stored substance reduces; and

a grasp guiding unit that guides a user about a position of grasping the bag member, and that is provided on an outer peripheral surface of the bag member.

Claim 14 (New): The storage container according to claim 13, wherein the bag member is a polyhedral member having at least three surfaces, and the fold is formed so that one of the three surfaces on which the fold is formed is bent toward an inside of the bag member.

Claim 15 (New): The storage container according to claim 13, wherein the grasp guiding unit is a mark to indicate the user of a position of placing a finger at a time of grasping the bag member.

Claim 16 (New): The storage container according to claim 15, wherein
the mark is one of a recess or a hole formed in a sheet member that is one of a sheet member provided on an outer peripheral surface of the bag member or a sheet member formed integrally with the bag member, wherein the sheet member has higher rigidity than the bag member.

Claim 17 (New): The storage container according to claim 15, wherein
the mark is a friction surface having a higher frictional coefficient with respect to the finger of the user than with respect to a surface of the bag member.

Claim 18 (New): The storage container according to claim 13, further comprising:
a deformation assisting unit that assists in deformation of the bag member so that the bag member to be reduced in volume is deformed along the fold.

Claim 19 (New): The storage container according to claim 18, wherein
the deformation assisting unit is a rigidity enhancing member that makes a part of the bag member higher in rigidity than other parts of the bag member.

Claim 20 (New): The storage container according to claim 19, wherein
the bag member includes two flat portions facing each other, and
the rigidity enhancing member is a flat plate member fixed to at least a part of the flat portions.

Claim 21 (New): The storage container according to claim 19, wherein the rigidity enhancing member is provided on the outer peripheral surface of the bag member, and the grasp guiding unit is provided on the rigidity enhancing member.

Claim 22 (New): The storage container according to claim 13, wherein the grasp guiding unit is provided on a largest surface of the bag member.

Claim 23 (New): The storage container according to claim 13, wherein the grasp guiding unit is provided so as not to deform the fold due to pressure exerted when the user grasps the bag member.

Claim 24 (New): An image forming apparatus that forms an image on a recording material using a consumable substance that is stored in a replaceable storage container, wherein

the storage container includes

a bag member made of soft material and configured to store a predetermined substance;

a fold, provided on the bag member, along which the bag member deforms into a predetermined shape and reduces in volume, due to any one of when external pressure is applied to the bag member, when internal pressure of the bag member reduces, or when volume of the stored substance reduces; and

a grasp guiding unit that guides a user about a position of grasping the bag member, and that is provided on an outer peripheral surface of the bag member.

Claim 25 (New): The image forming apparatus according to claim 24, wherein the consumable substance is a toner.